

Central Intelligence Agency
Washington, D.C. 20505



Public Affairs
(703) 351-7676

Executive Registry


84-1838

We went through this once with Dan Rather and we got little for the hours and hours the Agency devoted to helping "60 Minutes." I strongly urge you to direct me to decline for you on the grounds you do not do TV.

DECLINE: ✓ 2 MAY 1984

ACCEPT: _____

ALTERNATIVE: Arrange for me to meet with Rosen and Wallace.


George V. Lauder

1 May 1984

DCI:

Ira Rosen of CBS' "60 Minutes" is pressing again to do a TV program on the Agency. Specifically, Mike Wallace is interested in doing a profile of you. It would be, Rosen says, "a constructive story," dealing with all the good things you have done to rebuild the Agency. It would air sometime in October.

Rosen assured me, for whatever that is worth, that it would be a straightforward story, no sandbagging, no juxtapositioning of the profile of you with Phil Agee or some such.

I told Rosen you have never done TV and I doubt very much if you would start now. If you prefer not to do the program, Rosen asked that he and Wallace be allowed to meet with you personally to try and convince you to do the show.

Recommendation: I don't believe Rosen. "60 Minutes" has made its reputation doing hatchet jobs.

DCI
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